



# Nature's Bounty Implements Oracle Sourcing and Drives Procurement Efficiencies While Achieving ROI

## Introduction

The Nature's Bounty Company Inc., together with its affiliates (TNBC), is the leading vertically integrated manufacturer, marketer, distributor, and retailer of a broad line of high-quality, value-priced vitamins, nutritional supplements, and related products in the United States, with operations worldwide.

TNBC has manufacturing facilities in Canada, the United Kingdom, and the United States and produces and packages capsules, tablets, and liquids under a number of well-known brands as well as private-label brands.

TNBC offers products marketed under a portfolio of brands, including Nature's Bounty®, Puritan's Pride®, Holland & Barrett®, Sundown®, MET-Rx®, Worldwide Sport Nutrition®, American Health®, GNC (UK)®, De Tuinen®, SISU®, Solgar®, Home Health®, Ester-C®, and Natural Wealth®. In addition, TNBC enjoys long-standing relationships with several domestic retailers, including Wal-Mart, Costco, CVS, Sam's Club, Walgreens, Kroger, and Target.

## Client Challenges

In 2012, TNBC had no common IT infrastructure, recognizing only SAP or Oracle, with scar tissue from a previous SAP engagement. Their newly developed procurement practice was immature and decentralized and had resource constraints. These circumstances prohibited TNBC from containing costs and enforcing compliance.

TNBC could not achieve the sourcing and procurement benefits that the business was looking for. TNBC, the largest nutritional supplement manufacturer and distributor in the U.S., needed to deliver savings — fast. TNBC was also using an app for iProcurement approvals, which was proving to not be attractive as a buying solution.

## Data Intensity Solutions

TNBC implemented Oracle Sourcing to drive procurement efficiencies and savings. The modules provided the tools and processes to allow TNBC to contain costs and achieve the savings of a mature procurement group.

By offering a better solution, rapidly deployed and competitively priced, Data Intensity was selected to implement their cloud-hosted Oracle Sourcing module. Data Intensity provided a quick solution for an Oracle-centric ERP that met TNBC's infrastructure requirements.



"Deploying Oracle Sourcing via Data Intensity's SaaS support model allowed for a rapid return on our investment and played a key role in achieving our annual savings objectives."

— VP, Global Procurement





## Data Intensity Solutions, cont.

By using Oracle Sourcing in a cloud/SaaS model, TNBC procurement acquired the advantages they needed to deliver savings, while protecting the longer-term integration objectives with the ERP architecture of the core business. Also, with Data Intensity's Procurement Concierge services, TNBC was able to apply accelerated adoption and savings realization.

Data Intensity ensured that the TNBC staff was fully comfortable with the platform so that they could effectively run their own eSourcing projects. The training program involved running buyer workshops and test eAuction events with the buyers, along with providing ongoing guidance, event support, and proactive advisory services to make the TNBC sourcing team confident in their abilities using Data Intensity Oracle Sourcing.

Through these efforts, Data Intensity has been able to drive improvement in TNBC's procurement strategy, supplier management, and bid-day management. Since the transition to Data Intensity, TNBC's events have run smoothly and professionally, with increased supplier satisfaction and stellar knowledge transfer within the TNBC procurement team.

In the first six years after implementing implementing Oracle Sourcing and utilizing Data Intensity's Procurement Concierge services, TNBC applied accelerated adoption and realized cost-savings opportunities of over \$102MM.

## About Data Intensity

Data Intensity is an Oracle Strategic MSP partner delivering managed services for the complex lifecycle of Oracle-powered workloads. Offering a complete portfolio under one roof, we provide full-stack, technical, and functional application managed services on any cloud.

Additionally, we maximize and future-proof our clients' Oracle investments through effective license position assessments and cloud-independent migration services. Learn more at [www.dataintensity.com](http://www.dataintensity.com).

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